

Jong Hyuk (Brandon) Park

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Experience

Woodhouse Agency Quincy, MA
Freelance Developer Jul. 2017 - Present

- Front-end developed a variety of promotional landing pages for an HVAC manufacturer under the Art Director

Propel Marketing Quincy, MA
QA Specialist Jun. 2016 - Jun. 2017

- Reviewed and critiqued design, copy, and configuration of Facebook Advertising and SEM campaigns to influence highest quality and ROI in all campaign products
- Collaborated with SEM Conversion Specialists to optimize conversion rate on campaign landing pages and offered them design and coding directions to improve functionality and UX
- Communicated internal process changes with other teams and worked with them to revamp overall workflow

Propel Marketing Quincy, MA
Marketing Implementations Specialist Apr. 2015 - Jun. 2016

- Designed and edited responsive websites, landing pages, and emails, using third-party SaaS, in-house CMS and client FTPs
- Launched websites through various web hosting services and troubleshoot any issues with DNS records
- Customized creative assets and created logos, using Photoshop and Illustrator
- Educated designers on Animate CSS via a presentation and fulfilled custom coding requests from peers
- Configured proxy websites, call tracking, and Google Analytics to measure clients' KPI
- Assisted clients with installing codes for display, retargeting, live chat, and other client-provided codes
- Kept in close communication with Account or Customer Service reps about the overall progress of projects

CDM Smith Cambridge, MA
Corporate Communications Intern Jan. 2014 - Sept. 2014

- Designed a SharePoint webpage to help employees with design-build experience find online resources more efficiently
- Assisted IT dept. with improving the UX of company's internal database search engine
- Shared up-to-date news with other SharePoint users in monthly meeting
- Reviewed, updated, and organized the information of files uploaded to company's internal database
- Video edited town hall meeting and interviews with the CEO, and sound edited interview recordings

Boston Neighborhood Network Television Boston, MA
Marketing and Membership Assistant Jan. 2012 - Jun. 2012

- Wrote weekly updates for Facebook and Twitter using Hootsuite
- Managed a team of four to produce and edit a 40-minute TV program
- Promoted and marketed the BNN Internship Program at multiple college career fairs
- Researched and analyzed advertising prices into summarized reports for supervisor

Relevant Skills

Computer: Windows and Macintosh

Web: WordPress, Shopify, Unbounce, SharePoint, FileZilla, Web Hosting, Responsive Design, Google Analytics, Bootstrap, HTML & CSS (SASS), and a working knowledge of Javascript and JQuery

Audio-Visual: Photoshop, Illustrator, Adobe Premiere Pro, Final Cut, and Steinberg Cubase

Other: Microsoft Office, Salesforce, Facebook Business Manager, and Matchcraft

Education

Northeastern University

Bachelor of Arts Degree

Major: Communication Studies **Minor:** Business Administration

Related Coursework: Introduction to Marketing, Applications of Organizational Communications, Advanced Writing in Discipline, and Computer Science and Its Applications

Boston, MA

May 2014